

Getting Books  
& Documents  
into Subtext



*A quick note about this document: **'More info'** links to additional information and step-by-step instructions on our website; we also link to outside information and web resources and note this with an orange text link. **'Watch video'** links to how-to videos on YouTube. **'Go to section'** links to additional information and step-by-step instructions within the document itself.*

---

You can read a variety of books and documents in Subtext, including:

## **Books purchased via Google Books.**

Subtext is fully integrated with Google Books so the titles you own or purchase from Google appear on your bookshelf in Subtext. Google Books' inventory is about as large as Barnes & Noble's, but if you don't find a book you're looking for, we also accept ebooks purchased from a selection of smaller online retailers. [Go to section →](#)

We'll offer volume book purchasing this Fall. In the interim, we're happy to help you purchase classroom sets of books and have included instructions for schools who want to handle it internally. [Go to section →](#)

## **Public domain books.**

You can search for public domain books available via Google Books and Feedbooks right in Subtext and add them to your shelf. You can also download additional free books from Project Gutenberg or any public domain resource. Distributing free books to your class is particularly easy in Subtext. [Go to section →](#)

## **Web pages and articles.**

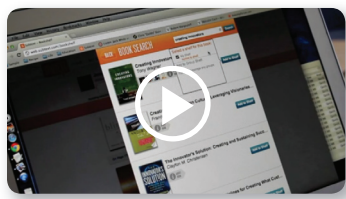
With 'Save to Subtext,' you can upload all types of web content directly onto your bookshelf to read and annotate in Subtext. You can also choose to add your uploaded content to a group shelf for easy sharing and distribution. [More info →](#)

## **Any ePub created by you, your students or another author.**

This includes PDFs you've converted into ePubs, but only works well if the PDF's formatting is relatively simple. [Go to section →](#)

*We outline each process in this doc, and we're always building out the **Q&A section** of our website and encourage you to check there for updates and additional information.*

The easiest way to purchase an individual book to read in Subtext is on our website. The book will be fulfilled by our retail partner Google Books and will automatically appear on your shelf in Subtext when you log in with your Gmail/Google account. In addition to being able to read Google books in Subtext, you can read them in [Google's reading apps](#) on pretty much any device.



**Watch  
How-To  
Video**

To purchase a book and read it in Subtext, just go to [www.subtext.com](http://www.subtext.com) from any browser and follow these steps:

- 1 Log in with your Subtext account under 'Here to Buy a Book?' on the right side of the screen.
- 2 You'll be taken to a web view of your Subtext bookshelf. From here, you can tap BUY BOOK next to a book already on your shelf or search for a new book by title and add it to your shelf. Once it's added, tap or click the BUY BOOK button next to it.
- 3 A popover screen will appear with the book title and price and a prompt to CONTINUE TO GOOGLE. Tap or click it, and you'll be taken to Google's purchasing flow. If you haven't logged in to Subtext with a Google/Gmail account yet, you will be prompted to before you can proceed with your purchase. This allows us to automatically add your Google books to your shelf in Subtext.  
[More info](#) ➔
- 4 Complete your purchase and go back to your bookshelf in the app, where your new book will be waiting for you. (Depending on your network connection, it may take a few moments to see the book on your shelf.)
- 5 Tap READ IT next to the book's cover. This downloads the full book onto your shelf and opens it.

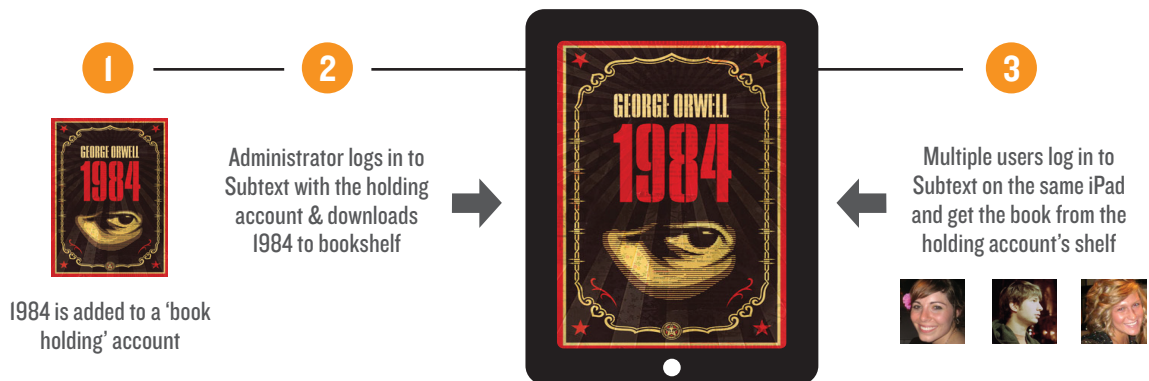
**Important Note:** Although Google Books has a large collection of books, it is not comprehensive. If the title you are looking for is not available via Google Books, you can purchase the book from any of our compatible ebook retailers (including Kobo and Feedbooks) and then open it to read in Subtext. [More Info](#) ➔

We're developing a volume purchasing system that will be available by Fall 2012. This will allow a teacher or school administrator to purchase and distribute a class set of any book (or multiple books) in a single transaction. While this system is under development, we're happy to assist you with volume purchases. Just contact our community support manager Natalie Rios at [natalie@subtext.com](mailto:natalie@subtext.com).

If you prefer to make purchases on your own, the best method is to set up 'book holding' accounts through **Google Books**. This allows you to distribute a single copy of a book to multiple users without sharing your payment information. If your school shares iPads between students, holding accounts make it easy for multiple students to read the same book on the same iPad. (And because Subtext supports individual logins, students won't have access to each other's notes. **More info** ➔) This may sound a bit confusing, but it's actually pretty simple: When a purchased book is downloaded to an iPad from a book holding or user account, other Subtext users on the same iPad can access it from their own accounts.

---

### TRANSFERRING A BOOK FROM A HOLDING ACCOUNT TO STUDENTS:



## Setting Up & Using Holding Accounts



Watch  
How-To  
Video

### Part 1: Setting up a holding account

Schools that are signed up with **Google Apps for Education** can easily set up all of the holding accounts they need, just have your IT Administrator set them all up at once using **Google's 'Bulk Upload Tool.'** If you are not yet using Google Apps for Education, your IT Administrator can easily register your school on the **'Sign Up'** page and the service is free.

We recommend naming each account with an easy-to-follow convention such as 'GreatGatsby1.TrumanHS@gmail.com' (the title of the book that you are purchasing followed by an identification number for the account and the name of your school) or 'iPad1.TrumanHS@gmail.com.'

Once you have entered all of your information and accepted Google's Terms of Service, you will receive an on-screen confirmation message that your new account is ready to use.

### Part 2: Purchasing books for a holding account

Once your account has been created, you should automatically be brought to the **Google Books** section of the Google Play store. Search for the book you want by typing the title or author name into the search field. Then press BUY and follow Google's checkout instructions to complete the purchase process. (To confirm you're buying the right edition of the book, make sure the 'About Book' sidebar for the book lists 'Flowing Text' as a feature. In our experience, 99% of the time it does for current books.) [Info on Google Book formats](#) ➔

### Part 3: Transferring books from a holding account to a student's Subtext account

- i** Open Subtext on the student's iPad and log in with the holding account. (On the off chance the app opens directly to the student's account, tap LOGOUT under the student's profile picture, tap 'Add or create an account' on the bottom of the login screen and log in with the new holding account.)

- 2 Your purchased book will automatically appear on the holding account's bookshelf. Tap READ IT to download the full book onto the shelf and open it.
- 3 From the opened book, tap SHELF in the upper-left corner of the book view to return to the bookshelf. Then tap LOGOUT under the profile picture. Now you're ready for the student account to log in and get the book.
- 4 Either have the student log in to Subtext or log in as the student with her credentials. (If there's no account set up for her, tap 'Add or create an account' on the login screen to create a student account.)
- 5 From the student's bookshelf, tap AUTO to bring up a menu of sorting options and then tap MANAGE. Scroll down until you find your purchased book and tap READ IT. The book will be automatically added to the student's shelf and available to read.
- 6 **Optional:** Once you have successfully opened the book with the student's account, you can remove the holding account from the iPad without losing access to the book. From the bookshelf, tap LOGOUT to return to the Accounts menu, swipe left or right over the holding account and tap DELETE. (Note that this only removes the account from the login screen, it doesn't actually deactivate the account or delete it from Subtext's server. If you wish to fully deactivate it, you can log in with the account, tap SETTINGS, tap DEACTIVATE next to 'Your Subtext account is active' and then tap DEACTIVATE again to confirm.)

**Important note:** If the iPad is handed over to other students to use, you can repeat steps 4 and 5 to move the book from the same holding account to the additional student accounts. (This will work even if the holding account has been deleted from the device.) This method allows different students to read a single copy of the book, and because we support multiple logins you don't need to worry about students accessing each other's notes. [More info](#) ➔

You can access a large collection of free public domain books from Google Books and Feedbooks right in Subtext; they can also be added to a group bookshelf and distributed to your whole class with just a few taps.

- 1 Search for any public domain book by typing its title into the search field at the top of your bookshelf.
- 2 If there are multiple versions of the book, look for the 'Free Book' banner across the cover of the book to find the unpaid version, and don't worry if you accidentally add a paid book to your shelf: We'll just add the free preview to your shelf. [More info](#) ➔
- 3 Tap ADD TO SHELF and select the option 'My Shelf.'
- 4 Return to your shelf and tap READ IT to open your book.
- 5 To distribute a free book to your class, simply select the correct group name instead of 'My Shelf' in step 3. Once a free book is on a shared group shelf, students can add it to their own shelves by tapping ADD TO SHELF.

**Important Note:** Although Google Books has a large collection of public domain books available in ePub format, it is not comprehensive. If you search for a book in Subtext and don't find it, we recommend you try [Project Gutenberg](#). You can download books from Project Gutenberg—and pretty much any website with free ebooks—into Subtext.

[More info](#) ➔

With our ‘Save to Subtext’ tool, you can download all types of web content—from news articles to blog posts—directly onto your Subtext shelf. You can also add these downloaded web documents to your group shelves so students can access and read them with a few quick taps. There are two ways to take advantage of ‘Save to Subtext’: 1) use our proprietary bookmarklet with your computer’s web browser or 2) use our in-app web browser with ‘Save to Subtext’ built in.

## Setting up the bookmarklet:

- 1 Go to <http://web.subtext.com/education> using your computer’s web browser.
- 2 Click and drag the ‘Save to Subtext’ button into your browser’s bookmarks bar.



You’ll see SAVE TO SUBTEXT up in your bookmarks bar if you’ve successfully added it.

If your bookmarks toolbar isn’t visible:

**In Firefox on Mac:** Click the Bookmark Button and click ‘View Bookmarks Toolbar’

**In Safari or Chrome on Mac:** Hold the ‘Command’ and ‘Shift’ keys and press ‘B’

**In Safari or Chrome on Windows:** Hold the ‘Ctrl,’ ‘Shift’ and ‘B’ keys at the same time

**Important note:** *The bookmarklet is compatible with the latest versions of Safari, Chrome and Firefox for Mac and PC. It does not work on iPhone or iPad browsers, but you can use the in-app version of ‘Save to Subtext’ right from your iPad (see below).*



### Using the bookmarklet:

- 1 Go to any page on the web that you want to save to your personal or group shelves in Subtext.
- 2 Click SAVE TO SUBTEXT in your bookmarks bar. You'll be prompted to log in (if you're not already logged into Subtext.com) and choose which shelf (or shelves) to save your document to in the app.
- 3 Log into Subtext on your iPad to access your document. (It will have a blue 'From Web' cover.) Tap READ IT, and you're all set. If you want to add your web document to a group shelf from the app, just tap the cover to open the 'About Book' page and tap ADD TO SHELF.

**Important Note:** *If your document isn't showing up, please check that you were logged into the right account when you bookmarked your articles. You can visit this page to log off and log in again anytime: <https://web.subtext.com/logoff>*

### Saving web pages from the Subtext app:

- 1 Log in to Subtext on your iPad and tap ADD BOOKS & DOCS at the top of your bookshelf.
- 2 Tap USE SAVE TO SUBTEXT (under 'Read web pages in Subtext').
- 3 Use the web browser to find the article you would like to read in Subtext and tap SAVE TO SUBTEXT.
- 4 Tap ADD TO SHELF to confirm your selection.
- 5 You will see a confirmation pop-up once the page has been successfully converted and added to your bookshelf. You can then tap ADD TO GROUP to share the document with your students through any of your group shelves.
- 6 Tap CLOSE to exit the web browser and then return to your shelf to access your new document.

## Tips for improving your document quality:

- 1 Make sure you are on the article/document page (e.g., <http://www.nytimes.com/2012/07/22/us/ipads-in-schools.html>), not an index page that contains multiple articles/documents (e.g., <http://www.nytimes.com>).
- 2 Let the page load completely before clicking SAVE TO SUBTEXT.
- 3 Check to see whether the site offers a printer-friendly version of the article you are trying to download.
- 4 Note that ePubs created with 'Save to Subtext' don't always display photos and multimedia. This is because the current ePub format doesn't support multimedia and doesn't handle photos particularly well. This issue could be resolved with the release of ePub 3.0 next year, but for now you can always link to photos through the "Link It" or "Discussion" note features in the app.

Subtext supports books and other documents in Adobe ePub format. This means that if you've developed any ePub files you can open them in Subtext and distribute them to your students. We are currently developing a bulk uploader tool that will allow you to transfer ePubs directly onto a group shelf for easy distribution. In the meantime there are three ways to get ePub files onto your iPad and into Subtext: email them, transfer them via Dropbox or use Google Drive.

## Emailing an ePub to your iPad:

- 1 Email the file to yourself as an attachment.
- 2 Open the email on your iPad. (We recommend using your iPad's Mail app for best results.)
- 3 Tap the attachment icon in the body of the email to open it. Depending on the size of the file, you may need to tap the attachment twice: once to download it and again to open it.
- 4 Tap OPEN IN and then choose 'Subtext' (try scrolling down through the list of apps if you don't immediately see 'Subtext' as an option). The ePub will automatically be added to your bookshelf in Subtext.
- 5 To distribute the ePub to your students, email it to them and have them follow steps 2-4.

## Using Dropbox to add ePubs to your iPad:

- 1 Drag the ePub into your Dropbox folder using any computer. [Get Dropbox for computer](#) ➔
- 2 Open your Dropbox folder using the Dropbox app on your iPad. [Get Dropbox for iPad](#) ➔
- 3 Tap the desired ePub to open it in Dropbox—you will see an 'Unable to view file' screen.
- 4 Tap the OPEN IN button (looks like a rectangle with an arrow coming out of it) in the upper-right corner of the screen and then choose 'Subtext.' The ePub will automatically be added to your bookshelf in Subtext. (If you don't immediately see 'Subtext' as an option, try scrolling down through the list of apps.)

This same process will work for your students with Dropbox accounts.

## Using Google Drive to add eBooks to your iPad:

- 1 Open the Google Drive site using any computer. [Sign in to Google Drive](#) ➔
- 2 Click the red upload icon in the left-hand column of the screen and select any ePub document.
- 3 Switch over to your iPad and open the Google Drive app. [Get the Google Drive app](#) ➔
- 4 Scroll down until you see the ePub file, tap on it and then tap OPEN.
- 5 Tap the OPEN IN button (looks like a rectangle with an arrow coming out of it) in the upper-right corner of the screen, select OPEN IN and then choose 'Subtext.' The ePub will automatically be added to your bookshelf in Subtext. (If you don't immediately see 'Subtext' as an option, try scrolling down through the list of apps.)

If you prefer to access Google Drive using your iPad's web browser instead of downloading the app, just go to <http://drive.google.com/start> using the Safari app and then tap on the ePub you wish to open. Tap OPEN IN and then choose Subtext.

### ***Important notes:***

- Unfortunately, documents created with iBooks Author can't be read in Subtext because they can't leave Apple's own apps and system. We would gladly accept them if we could. However, you can use a number of resources to create your own eBooks—we recommend the [Pages](#) app or the website [PressBooks](#).
- If you'd like to convert existing documents (for example, PDF, HTML and TXT files) into ePub format, try a few sites recommended by other Subtext educators: [dotepub.com](#), [epubbud.com](#), [2epub.com](#) and [calibre-ebook.com](#).

In any case, you'll need to test the quality of your final eBooks in Subtext with particular attention to how well the text flows and if it can be annotated. As a rule, documents with no multimedia, minimal imagery and basic text formatting are the easiest to convert.

**If you have any specific questions or experience difficulties of any kind, just email Natalie at [natalie@subtext.com](mailto:natalie@subtext.com) or submit a support ticket in the app or [online](#).**